

Rep Order# 8841042 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 36944

Printed: 08/13/2012 9:26 AM  
Last Received: 08/10/2012 1:15 PM  
Showing Buylines: All Lines

1 of 7

Station KLAS-TV LAS VEGAS  
Advertiser ( ) HELLER, DEAN  
Product HELLER/SENATE/REP  
Estimate#  
Buyer NEIL WILLIAMS  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SERVICES  
3299 K STRETT NW, SUITE 200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 09/05/2012 - 09/11/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

DEAN HELLER FORF US SENATE \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

DEBORAH  
PLEASE SEE REVISION TO LINES 1,3,5,7,13,15,17,19,21,23,25,  
27 & 30...  
ADD LINES 44-47 TO SCHEDULE...  
REVISED ORDER TOTAL IS \$35685/ 81 SPOTS  
PLEASE CONFIRM  
THANKS  
GREG

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	F	5A-6A		:30	\$225.00	09/07-09/07	2	1	2	\$450.00	
				Buyline Comment: 5A NEWS								
				Sales Remark: V5 REVISION								
				V5 More than 2 codes changed								
	2	M-TU	5A-6A		:30	\$225.00	09/10-09/11	3	1	3	\$675.00	
				Buyline Comment: 5A NEWS								
	*3	F	6A-7A		:30	\$245.00	09/07-09/07	2	1	2	\$490.00	
				Buyline Comment: 6A NEWS								
				Sales Remark: V5 REVISION								
				V5 More than 2 codes changed								
	4	M-TU	6A-7A		:30	\$245.00	09/10-09/11	4	1	4	\$980.00	
				Buyline Comment: 6A NEWS								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*5	F	7A-9A		:30	\$150.00	09/07-09/07	2	1	2	\$300.00	
				Buyline Comment: EARLY SHOW								
				Sales Remark: V5 REVISION								
				V5 More than 2 codes changed								
	6	M-TU	7A-9A		:30	\$150.00	09/10-09/11	3	1	3	\$450.00	
				Buyline Comment: EARLY SHOW								
	*7	F	9A-10A		:30	\$250.00	09/07-09/07	2	1	2	\$500.00	
				Buyline Comment: LIVE WITH KELLY								
				Sales Remark: V5 REVISION								
				V5 More than 2 codes changed								
	8	M-TU	9A-10A		:30	\$250.00	09/10-09/11	2	1	2	\$500.00	
				Buyline Comment: LIVE WITH KELLY								
	9	W-F	10A-11A		:30	\$400.00	09/05-09/07	0	0	0	\$0.00	
				Buyline Comment: PRICE IS RIGHT								
	10	M-TU	10A-11A		:30	\$1,000.00	09/10-09/11	1	1	1	\$1,000.00	
				Buyline Comment: PRICE IS RIGHT								
	11	W-F	11A-12P		:30	\$500.00	09/05-09/07	0	0	0	\$0.00	
				Buyline Comment: YOUNG & RESTLESS								
	12	M-TU	11A-12P		:30	\$1,500.00	09/10-09/11	1	1	1	\$1,500.00	
				Buyline Comment: YOUNG & RESTLESS								
	*13	F	12P-1230P		:30	\$225.00	09/07-09/07	2	1	2	\$450.00	
				Buyline Comment: NOON NEWS								
				Sales Remark: V5 REVISION								
				V5 More than 2 codes changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	14	M-TU	12P-1230P		:30	\$225.00	09/10-09/11	2	1	2	\$450.00	
				Buyline Comment: NOON NEWS								
	*15	F	1230P-2P		:30	\$325.00	09/07-09/07	1	1	1	\$325.00	
				Buyline Comment: BOLD/LET'S MAKE								
				Sales Remark: V5 REVISION								
				V5 More than 2 codes changed								
	16	M-TU	2P-3P		:30	\$350.00	09/10-09/11	1	1	1	\$350.00	
				Buyline Comment: TALK-CBS								
	*17	F	3P-4P		:30	\$325.00	09/07-09/07	2	1	2	\$650.00	
				Buyline Comment: ELLEN								
				Sales Remark: V5 REVISION.								
				V5 More than 2 codes changed								
	18	M-TU	3P-4P		:30	\$325.00	09/10-09/11	2	1	2	\$650.00	
				Buyline Comment: ELLEN								
	*19	F	430P-5P		:30	\$300.00	09/07-09/07	2	1	2	\$600.00	
				Buyline Comment: 430P NEWS								
				Sales Remark: V5 REVISION								
				V5 More than 2 codes changed								
	20	M-TU	430P-5P		:30	\$300.00	09/10-09/11	2	1	2	\$600.00	
				Buyline Comment: 430P NEWS								
	*21	F	5P-630P		:30	\$375.00	09/07-09/07	4	1	4	\$1,500.00	
				Buyline Comment: NEWS								
				Sales Remark: V5 REVISION								
				V5 More than 2 codes changed								
	22	M-TU	5P-630P		:30	\$375.00	09/10-09/11	4	1	4	\$1,500.00	
				Buyline Comment: NEWS								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*23	F	630P-7P		:30	\$300.00	09/07-09/07	2	1	2	\$600.00	
				Buyline Comment: INSIDE EDITION								
				Sales Remark: V5 REVISION								
				V5 More than 2 codes changed								
	24	M-TU	630P-7P		:30	\$300.00	09/10-09/11	2	1	2	\$600.00	
				Buyline Comment: INSIDE EDITION								
	*25	F	7P-8P		:30	\$325.00	09/07-09/07	3	1	3	\$975.00	
				Buyline Comment: ET/INSIDE EDITION								
				Sales Remark: V5 REVISION								
				V5 More than 2 codes changed								
	26	M-TU	7P-8P		:30	\$325.00	09/10-09/11	2	1	2	\$650.00	
				Buyline Comment: ET/INSIDE EDITION								
	*27	F	11P-1135P		:30	\$500.00	09/07-09/07	2	1	2	\$1,000.00	
				Buyline Comment: 11P NEWS								
				Sales Remark: V5 REVISION								
				V5 More than 2 codes changed								
	28	M-TU	11P-1135P		:30	\$500.00	09/10-09/11	2	1	2	\$1,000.00	
				Buyline Comment: 11P NEWS								
	29	TU	8P-9P		:30	\$2,100.00	09/11-09/11	1	1	1	\$2,100.00	
				Buyline Comment: NCIS-C//NCIS-L								
	*30	TH	10P-11P		:30	\$2,300.00	09/06-09/06	0	0	0	\$0.00	
				Buyline Comment: PERSON OF INTEREST								
				Sales Remark: V5 CANCEL								
				V5 Comment Changed, Spots/week Changed								
	31	F	10P-11P		:30	\$1,200.00	09/07-09/07	1	1	1	\$1,200.00	
				Buyline Comment: BLUE BLOODS								

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<b>Product</b>	HELLER/SENATE/REP
<b>Estimate#</b>	
<b>Buyer</b>	NEIL WILLIAMS
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---	---	---	---	-----	---	---	-----	-----	---	---	-----	-----
	32	SA-SU	11P-1135P		:30	\$350.00	09/08-09/09	2	1	2	\$700.00	
		Buyline Comment: 11P NEWS WKD										
	33	SA	5A-7A		:30	\$85.00	09/08-09/08	1	1	1	\$85.00	
		Buyline Comment: CBS SAT AM										
	34	SA	9A-7P		:30	\$300.00	09/08-09/08	1	1	1	\$300.00	
		Buyline Comment: US OPEN TENNIS										
	35	SA	5P-7P		:30	\$175.00	09/08-09/08	1	1	1	\$175.00	
		Buyline Comment: WKND NEWS										
	36	SA	10P-11P		:30	\$900.00	09/08-09/08	1	1	1	\$900.00	
		Buyline Comment: 48HR MYSTERY										
	37	SU	630A-8A		:30	\$850.00	09/09-09/09	1	1	1	\$850.00	
		Buyline Comment: CBS SUN AM										
	38	SU	8A-830A		:30	\$850.00	09/09-09/09	1	1	1	\$850.00	
		Buyline Comment: AM NEWS										
	39	SU	930A-10A		:30	\$175.00	09/09-09/09	0	0	0	\$0.00	
		Buyline Comment: 930A NEWS										
	40	SU	10A-1P		:30	\$1,800.00	09/09-09/09	1	1	1	\$1,800.00	
		Buyline Comment: NFL										
	41	SU	5P-7P		:30	\$200.00	09/09-09/09	2	1	2	\$400.00	
		Buyline Comment: 5P NEWS SUN										
	42	SU	7P-8P		:30	\$1,350.00	09/09-09/09	1	1	1	\$1,350.00	
		Buyline Comment: 60 MIN										

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	43	M-TU	4A-459A		:30	\$40.00	09/10-09/11	1	1	1	\$40.00	
		Buyline Comment: 4A NEWS										
	*44	W-TH	5A-6A		:30	\$900.00	09/05-09/06	2	1	2	\$1,800.00	
		Buyline Comment: 5A NEWS										
		Sales Remark: V5 ADD TO SKED										
		V5 Added										
	*45	W-TH	6A-7A		:30	\$1,100.00	09/05-09/06	2	1	2	\$2,200.00	
		Buyline Comment: 6A NEWS										
		Sales Remark: V5 ADD TO SKED										
		V5 Added										
	*46	W-TH	7A-9A		:30	\$900.00	09/05-09/06	2	1	2	\$1,800.00	
		Buyline Comment: CBS THIS MORNING										
		Sales Remark: V5 ADD TO SKED										
		V5 Added										
	*47	W-TH	4A-459A		:30	\$130.00	09/05-09/06	3	1	3	\$390.00	
		Buyline Comment: 4A NEWS										
		Sales Remark: V5 ADD TO SKED										
		V5 Added										

---REPORT TOTALS---

Report Totals: 81 / \$35,685.00

---SALES MONTHLY TOTALS---

Sep 12: 81 / \$35,685.00

Sales Totals: 81 / \$35,685.00

Station Totals: 81 / \$35,685.00

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Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$118,950	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null  
Demos RA35+